

REDCLIFF REVIEW

OUR SLOGAN: An Industrial Metropolis of Industrious People Who Pull Together.

Volume 27

THE REDCLIFF REVIEW

THURSDAY, JULY 20th 1939

Number 55

Are Making Big Improvements At Gust's Store

Exterior and Interior Being Repaired and Re-decorated

The S. E. Gust Store in town is undergoing extensive alterations and improvements at the present time.

The brick work on the front of the store, which had become loosened, has been removed and will be replaced in a solid condition, in due course. A permanent awning will be added from the morning sun. The which will shade the windows awning will probably be supported by brick pillars.

The interior of the store is to be fitted up with new, modern shelving and other conveniences and the whole will be painted and decorated to give it a real up-to-the-minute appearance.

The new arrangements will add not only to the appearance of the store, but will facilitate shopping operations both from the management's point of view as well as from that of the shopper.

The Gust Store has operated in Redcliff for the past twenty-five years, and has consistently advanced with its times, losing no opportunities to improve its premises in order to render better service to its customers.

TWO BALL GAMES

The local base ball team have been doing a good deal of practicing under the able management of Mel Collard. Mel has arranged to have the boys play a double-header on Sunday with the Irvine Nines in Irvine. Mel hopes to get more players interested when they find there are a few trips coming up.

Miss Eva Lien left yesterday for Portland where she will visit with relatives for a time.

Mrs. W. M. Williamson, an old timer of Medicine Hat, who taught school there for many years died suddenly on Sunday, of a heart attack.

Mrs. C. Stanford and her daughters Hilma and Mabel Humphries will leave at the end of the month for a holiday at Lesbridge.

It is reported that Mr. David Whitney, who has ranches just west of town for many years has sold his ranch and will leave this district.

The Legion wishes to thank all those who so kindly offered their cars yesterday to carry the mothers and children to the clinic held in Medicine Hat.

Among the 1939 prize winners in the Automotive Industries Essay Contest we notice the name of Miss Zella Bamforth of Redcliff. Congratulations Zella.

Mr. and Mrs. Ray Stroebel and daughter Darlene, accompanied by Mr. Irving Stroebel and Miss Toto Campeau, spent a couple of days this week at Maple Creek visiting at the home of Mr. Stroebel brother, Mr. H. Stroebel.

What's The Matter With Our Town

Lack of Appreciation of Part Played by Business Men

It has been brought to our attention several times lately that there is at least one branch of Redcliff life, which does not receive the support of the citizens in the manner or the extent it deserves. We refer to the business men of Redcliff.

These are the people who keep this town on the map. These are the people who pay the heavy end of the taxes. These are the folks from whom we get donations of money and merchandise or service, when we put on a carnival, garden fete or carnival, stampede or aquatic sports. The business men are the backbone of any town. They are the men who allow us to put up homely home-made hand built in their stores and offices, or give us free space in the columns of their newspapers to recount the social doings of the community, so we can add the necessary funds to the treasuries of the organizations we represent.

And what do these same business men get in return for all their contributions to the life of the community?

For one thing they get a great deal of abuse. The rank and file can tell him every time, how he should run his business. They tell him when he makes mistakes but they never tell him when he does well. They tell the butcher every time the meat is tough but they never mention it when the meat is tender. They condemn the grocer for the one bad egg in the dozen but they never commend him for the eleven good ones. And do they, in return for all the favors the business men confer, try to send a "little business his way when a chance to do so arises"? NO. If he should be \$5 higher in his price than the other business man miles away they will spend \$5 worth of goods to give the business to the other fellow. No loyalty to the home business men who have done so many public services!

It's quite time there was a little shake-up down here. Time the books were balanced. It's time the sponges were told a few home truths. It's time all good men and true should do a little individual thinking. It's time the business people of Redcliff got a little more consideration from those who should do more business with them.

We Britchers pride ourselves on our loyalty. Loyalty, like charity begins at home, and the man or woman who can't be loyal to his or her own home town does not need to boast of loyalty to the Empire.

Waken up, folks! If you are not prepared to give favors don't ask for them. Do some home missionary work among your local business men. Give them all the business you can and watch Redcliff improve economically, civically and socially.

Every dollar spent in Redcliff helps to build up Redcliff. Every dollar spent elsewhere builds up the other place at Redcliff's expense.

Don't be short sighted. The business men of Redcliff have come to your assistance on many occasions. Be sporting enough to return the compliment.

Medicine Hat News Hits Nail on Head

In Editorial "Costliness of Not Advertising"

You, a retailer, if you were talking about farmers, would say very positively, and very truly that it would be the height of folly for a dairy farmer not to feed his cows abundantly. And you would say, positively and truly, that the farmer who neglected to restore fertility to his fields would be very short-sighted—would be destroying himself. You would say that the dollars spent on good fertilizer would return to the farmer several times multiplied. Now, let's imagine a farmer talking to you, a retailer. He might say as follows:

"I notice Mr. Brown, that you do not advertise in the newspaper. I have to infer, Mr. Brown, that you do not believe in advertising. In telling us farmers, and also the town folks, about your goods, you have to sell, about prices, about new goods. I have to infer, Mr. Brown, that you are not very keen about getting new customers, and that you are not keen about holding customers. I have to believe, Mr. Brown, that you do not believe in business insurance."

"I cannot understand you Mr. Brown. Presumably the reason why you do not advertise and your desire for new customers is because you don't want to spend any money; that you believe that it is more profitable to spend no money than to spend money. I just can't understand it, Mr. Brown. You are supposed to be very much smarter than farmers when it comes to affairs of business. I know that you call us farmers hard names when we under-feed our cows and fields, the sources of our income. Yet when it comes to your own business, you seem to be failing in feeding it."

Many retailers imagine that they can make their business grow without spending money to make it grow. They seem to imagine that new customers can be acquired for nothing—which is, of course, an absurd idea. What we want in this world, we have to buy—with money.

A Scotchman at Sydney Australia, swears that as he played the bag-pipes on a river bank, a fish leaped into the air. He escaped unharmed, however.

Without a dissenting voice, Kamloops Conservatives on Saturday named Alf H. Stevens, constructionist member of parliament for Kootenay East, who has rejoined the Conservative party, as their candidate in the forthcoming federal election.

Miss Gene Maillard leaves Saturday to represent Gordon Memorial Young People's Union at the Young People's Conference at Calgary. From there she will go to Sylvan Lake to enjoy a fortnight's outing at the Annual Camp of the United Church Young People.

Be sporting enough to return the compliment. It isn't your town. It's yours.

Old Building On Broadway Is Demolished

McNaughton's Gents' Furnishings Had many Occupants

The building on Broadway which has lately been in the course of dismantling is now completely demolished and a number of men are at present engaged in removing nails from the lumber preparatory to having it used in the construction of the new dressing rooms at the Swimming Pool.

Old timers in Redcliff will remember that this building was put up away back in the early days of Redcliff history by the McNaughton Bros. who operated a Gents' Furnishings business. Since they left about 1915 it has been successively occupied by Hunsdell's Book Store, Hossinger's Ice Cream Parlor, Kenzie Dand's Barber Shop, Kory's Confectionery, and Beegon's, who were its last occupants, the place having been gutted by fire during their residence in the building.

Redcliff Boy Breaks Arm At The Picnic

Neil Fraser Falls From Slide With The Above Result

An unfortunate accident occurred at the Legion picnic yesterday when four year old Neil Fraser, son of Mr. and Mrs. Fraser of Redcliff, fell from a slide upon which he was playing and broke one of his arms below elbow.

Mrs. E. Podesta immediately took the little fellow and his mother in her car to the Clinic where the bone was set by Dr. McCharles. The patient is now doing as well as possible.

Two Redcliff Students Make Good Showing

Fathleen Sheehy and Cyril Worts Pass With Honors

We noticed in the list of successful students taking Toronto Conservatory examinations in Medicine Hat recently, the names of two Redcliff students who gave a splendid account of themselves. We refer to Miss Fathleen Sheehy who obtained First Class Honors in Grade X Piano and Honors in History of Music Grade IV and to Master Cyril Worts who took Honors in Grade VII Violin. The Review extends congratulations to these young people upon their worthy achievements.

Monday afternoon Little Lilian Moore was made the guest of honor when a number of her little friends called to help her celebrate her fourth birthday. Games were played during the afternoon and at 3:30, after the Treasure Hunt which proved to fruit suckers, ice cream was served. At 4:15 a dainty lunch was served with soft drinks, after which several more games were played. At 5 o'clock all left for home feeling they had quite a big afternoon.

Improvements At Our Local Pool

New Dressing Rooms To Be Completed in Near Future

Improvements continue to be made at the local Swimming Pool.

The new dressing rooms are under construction. The plumbing for the shower baths and lavatories has been completed as has also the cribbing for the cement foundation and no doubt by this time next week the super structure will be nearing its final stages.

The new dressing rooms will measure approximately 18 ft. by 30 ft., will be made of wood, have a cement floor and be equipped with shower baths and lavatories.

This will be good news for all who patronize the Pool, but who are forced at present to dress and undress at home.

Mr. Don Parrish is in charge of the construction of the new dressing rooms.

Redcliff-Medicine Hat Road Being Improved

Work Has Been Started From The Medicine Hat End

At last! At last! The road running west out of Medicine Hat is undergoing treatment. Said treatment has been long delayed and the patch has been growing steadily worse. But at last the doctor is on the job and a complete and speedy recovery is hoped for by all concerned.

Think of it! No more dust, no more holes, no loose gravel, no more corduroy, no more loose and bad teeth, no more bad language and no more accidents.

Instead a lovely, smooth stretch of pavement between Redcliff and Medicine Hat, of which there is no greater need anywhere else in the province.

School Undergoing General Overhauling

Will be Greatly Improved Upon Completion of Work

The local school is undergoing its annual clean-up.

Besides a thorough cleaning including the outside of all windows, considerable painting will be done.

Mr. Henry Van Wert has the contract for painting the outside of all window frames and sashes and is now busy at the job. This will, no doubt, make a great improvement in the appearance of the school.

Besides the usual cleaning of the interior all desks have been varnished, linoleum will be repaired and painted, woodwork in the basements will be painted and the woodwork in the class rooms and corridors will be varnished.

New steps are being built at the north entrance and plumbing repairs are being made in the lavatories.

When the fall term opens, the school will be looking its best and will be a clean and sanitary place in which both teachers and pupils may carry on their work.

Legion Picnic On Wednesday Decided Success

Happy Children and Parents Enjoy Themselves at Park

The Legion Picnic which was held in Central Park Medicine Hat yesterday afternoon was a splendid success.

The weather was all that could be desired and there was a fine turnout, especially among the women and children. It is estimated there were more than 70 children present.

Shortly after 1 p.m. the cars left the Legion rooms for the Park. Upon arrival there young and old proceeded to help themselves to a good time, Central Park being an ideal place for a picnic, with its wading pool, swings and slides and also its accommodation for having a picnic supper in the open.

The committee in charge ran off a series of foot races in which the very young and the not so young took part, to the great delight of the children and the amusement of the grown-ups.

After the games and races a sumptuous picnic supper was served to which all did ample justice.

Only one unfortunate mishap detracted from the enjoyment of the day. And that was when little Neil Fraser fell from the slide and broke his arm. Apart from this instance the Legion picnic was an unqualified success and no doubt the children are already looking forward to next year's Legion Picnic.

The following is a list of the prize winners for the races: First race all the small children under five years (all won). Girls 6 to 8 years 1st Shirley Barr; 2nd Dolores Turner. Boys 6 to 8 years 1st Johnny Kitchen 2nd Bruce McClary. Girls 8 to 10 years 1st Joyce Barr; 2nd Dolores Turner. Boys 8 to 10 years 1st Johnny Kitchen; 2nd Harold Levine. Girls 10 to 14 1st Bertha Schneider; 2nd Evelyn Waters. Boys 10 to 14 1st Ronnie Leppard; 2nd Gordon Hurlbert. Girls 14 to 18 1st Helen O'Hear; 2nd Bertha Schneider.

Horrid Ladies, 1st. Mr. H. Moore; 2nd Mrs. Dick Davies. Young Men 1st Eddie Schmidt; 2nd Barney Brownlee.

Girls three legged race 1st Jean Millar; 2nd Shirley Barr; 3rd Dolores Turner.

Boys three legged race 1st Jack Hope & Ronnie Leppard; 2nd G. Hope & Gordon Hurlbert. Girls Egg and Spoon race 1st Dolores Turner; 2nd Jacqueline McClary.

Boys Egg and Spoon race 1st Roy Willis; 2nd Geo. Hope. Small Boys race 1st Bruce McClary; 2nd Jimmy Mackenzie. Girls Wheelbarrow race 1st Evelyn Waters; 2nd Lorraine Pallen.

Girls Wheelbarrow race 1st Jacqueline McClary; 2nd Dolores Turner. Boys Wheelbarrow race 1st Geo. Hope; 2nd Gordon Hurlbert. Wheelbarrow race 1st Howard Waters; 2nd Roy Willis.

Mr. Cyril Worts left yesterday for Nelson and Salmon Arm B.C. where he will spend his vacation.

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NONE FINER MADE

Chamceer
QUALITY EXTRA SUPERIOR

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Country versus City

Apart from the economic aspect of the question, one is often tempted to wonder why there should be any influx of rural residents to metropolitan centres in Canada as well as in the United States. When one balances the advantages of life in the country, which means in the small town or village as well as on the farm, with that of life in the greater population centres, one feels a strong urge to plump for country life.

In normal times, of course, there is always an infiltration of restless and ambitious youth from country to city and there is also a fairly constant migration of the elderly who imagine they prefer to spend their declining years in surroundings which, however, many find later, are not so congenial as they formerly anticipated.

In difficult times, such as those experienced with great acuteness in Western Canada in the past decade, this tendency to migrate from the country to the city is accelerated by whole families who have found life conditions in the country impossible and who seek refuge in the larger centres in the expectation that they can better themselves.

Setting aside the problems which make the change in habitat because of pressure of economic circumstances, there are left the considerable number who voluntarily move from the farm or the small town to the centre of dense population in the expectation that in the cities they will find amenities, pleasures and social contacts which they believe are unobtainable in rural surroundings. It is possible, however, that reflection will demonstrate that life in the country can be as amenable, or more, so, than in the cities.

What's A Hick Town?

The argument was well presented in an American publication recently by Leo W. McIlwain when he wrote:

"Where do they get that word 'hick' anyway?" "Last week our neighbors were so proud to show the people of a neighborhood to vote for daylight saving that they public with the slogan, 'Vote for Daylight Saving and Keep our Town out of the Hick Town Class.' "Obviously it was the intention of the slogan makers to convey the impression that a 'hick town' was to be looked down upon, the kind of a town we would not want to live in."

"From long usage the term 'hick town' when used by city dwellers, has come to mean a rural, farming community."

"Now just what is there so out of order, so uncouth, so undesirable about a rural farming community?" "Well, let us see. In the first place the 'hick town' is a community where the air is fresh and pure, free from the smoke and gas and dirt of city streets; in the 'hick town' you know your neighbors and neighbor with them—usually you don't have to look your doors at night; the churches and school are still the outstanding institutions of these communities; there is grass anywhere for the children to play on; they don't have to travel to a park or play on the pavement; there are birds and flowers, the natural ones, not the park variety, to be seen and enjoyed; there is peace and quiet and confidence. More and more those dwellers who can afford it are moving out to 'hick towns' to live and raise their families."

"Politics in the 'hick towns' are not conducted by the partnership of this or that political group with the underworld of vice, gambling, booze. The 'hick town' doesn't have to go through the periodical waves of moral reform when a 'vice up' is made just before the election in order to catch the church vote—did then allowed to die a natural death as soon as the shooting is over and the elected city administration again needs personal expenses money and a place to meet privately; and plot and plan and intrigue in the very parlors they so roundly denounced a short time before."

From The Hick Towns

"Business leaders will tell you that the smartest and most reliable men and women workers were boys and girls from the 'hick towns'. You don't hear the 'hick towns' waiting about their impending bankruptcy unless the state or national government help relieve their financial problems. There is—but what's the use. We could go on and on."

"If by a 'hick town' those campaign organizers mean what 'hick town' usually does, if they mean a community which takes its time and minds its own business and is not always hectoring for something or about something and that's a good place to live and do business, where the people don't get all 'cut up' in day and day out about new fiddle in style and the stock markets, then thank God, we live and will live in a 'hick town'. Let 'er 'hick'."

Population Of The Reich

Is Now 79,000,000, Not Including Bohemia And Moravia

The German Government announced that its recent census showed the population of Germany to be 79,000,000, not including Memel and the protectorate of Bohemia-Moravia. The census counted 38,600,000 males and 40,900,000 females.

A census of Memel is to be taken soon and it is expected to raise the population to 79,800,000. The official German news agency, DNB, said the addition of 800,000 inhabitants of Bohemia and Moravia, taken over after the breakup of Czechoslovakia, gave greater Germany a population of about 88,600,000.

"Of European states only Belgium, The Netherlands, England and Italy show a higher density of population," DNB said. "According to these population figures the Reich is the most populous nation of Europe after Soviet Russia."

(The population of the Soviet Union, according to an official estimate in 1924, was 168,000,000.)

The announcement said population density had increased from 1925 to 1933 and that the population of the Reich including the Saar, Austria, Sudetenland, Bohemia, Moravia and Memel had increased about 3,500,000 or more than four per cent, since 1923.

Dentists On Wheels

Care Operated in England To Look After School Children

British teeth are said to be the best in the world. Prosperity, it is found, is the enemy of good teeth. The richer the people the sicker the food they eat, and soft food is a tooth's chief foe. Hard bread and food that makes man bite exercises his jaws, keeps his gums in good condition, and so preserves his teeth.

To protect British children from the evil results of too much soft food, suggestions on wheels have been adopted by the school dentists in Sussex, Essex, Hampshire, Norfolk, Nottingham, and Northumberland.

There are 24 dental clinics operating. In Norfolk, the pioneer country, 9,000 children received treatment last year. The dental trailer costs about £250 and can be drawn by a 14 h.p. car. It is roomy enough to hold the dentist, his assistant, a young patient and a parent or other guardian. Electricity can be drawn from the school mains.—London Times.

Farming In Germany

Fight Of Agricultural Workers From Land Has Become Acute

The fight of agricultural workers from the land has become acute. A problem in Germany that the Government has been forced to take measures to solve is the demand for workers to change their professional status. Thus the freedom of the agricultural workers with regard to change of residence has been severely limited.

It has even been laid down that a member of a peasant farming family could only change his occupation on other farms after obtaining official permission. It is estimated that since 1920 German agriculture has lost more than 650,000 labourers through flight from the land. This loss of labour has especially affected the small farmers. Enterprises with five to 20 hectares of land, that is the majority of the small and middling farmers, have lost 78 per cent of their workers over the age of 18 years.

Greater South Africa

Plans For Transfer Of Territories Which Would Double Present Area

The South African government is considering a scheme for transfer of territories which would double the area of the country. Negotiations are proceeding between the British Dominions office and the Union's department of external affairs for transfer of three protectorates, Bechuanaland, Basutoland and Swaziland, at present governed by British commissioners.

The three territories which lie on the borders of the union have a total population of 1,000,000, of which 98 per cent is black.

Perpetual Motion

Eighty-year-old W. H. Hill, Hughesville, Pa., announced recently that after 10 years of study he had solved the problem of perpetual motion and is completing a working model of his machine to prove his statement.

Explaining that "the impossible" has been made possible by the help of God, Hill said he expected to seek a patent for his invention.

Nearly the entire life of the clouds, or common loach, is spent underground.

DELICIOUS... REFRESHING



Enjoy the genuine peppermint flavor of DOUBLEMENT GUM! Get some today!

Recognition For Canadian

Commander In Command Of Royal Air Force In Egypt

Air Commodore Raymond Collishaw, formerly of British Columbia, has been appointed officer commanding a new group formed in the Middle East command of the Royal Air Force and known as the Egypt group, with headquarters at Heliopolis, Cairo, Egypt.

The Canadian officer attained the rank of air commodore—corresponding to a brigadier in the army—April 1. He is 45 and joined the Royal Naval Air Service in January 1916. He became one of the most distinguished pilots in the Dunster sector in the closing years of the Great War.

Collishaw holds second place among British Empire pilots for money prizes brought down during the Great War. He was credited with 50. He was mentioned four times in despatches and was awarded the Distinguished Service Cross, the Distinguished Flying Cross and bar, and French and Russian decorations.

A Most Welcome

A few weeks ago a company of soldiers was transferred from the East to sunny California—arriving in the midst of the rainy season.

The commander of the company, making a night tour of the camp, was challenged by a sentry who had been standing at his post for two hours in a driving rain.

"Who's there?" called the sentry. "Private," replied the C.O.

"Welcome to our post," said the sentry.

The Italian army is said to have been the first to employ naval bombing as part of its offensive. Its glide bombing enemy troops with crude, hand-thrown bombs while attacking Tripoli in 1912.

Recall Stirring Days

Romantic Life On The Prairies With Coming Of Early Settlers

The scent of old prairie camp fires and almost forgotten tales were told at the convention hall of the Saskatchewan branch of the Canadian Postmaster's Association at Moose Jaw, when W. H. Stephen, Victoria, newly elected vice-president, told delegates the story of a famous man of the west, Jean Louis Legare, postmaster at Willowbunch until his death in 1917.

Mr. Stephen told the story as related to him by his father, many years ago. It dealt with the stirring days of the white man's first early encroachment of the Blackfoot country. He connected it with the post office through Jean Louis Legare, a man the Saskatchewan postmasters two governments as a "man among calling."

It was Legare, a Quebec-born Frenchman, who arrived at Wood Mountain in the '60s of the past century. Threading his lonely way across the prairies he established himself as a trader of high reputation among the Indians.

Many wonderful experiences were his during his romantic life on the prairie but it was following the massacre of General Diefenbach at Little Big Horn by the revengeful Sioux he came into recognition by two governments as a "man among calling."

When all others of the United States governments failed to induce Sitting Bull and his followers to return south of the boundary, and when Canadian Indians were growing restless at the invasion of the Sioux on their hunting grounds, it was to Legare both governments appealed for assistance.

He was the only white man Sitting Bull would trust to investigate the Indians' offer of amnesty. Legare journeyed to Washington and returned with the American terms, Sitting Bull accepted and peace was restored.

When reward was offered for his services Legare thought only of his beloved prairie and he requested the American government to place a flag from the east and west ends of Willowbunch lake to join the flag on the American side of the boundary.

The flag was placed and for years after it remained there as a symbol of the treaty of Sitting Bull and Legare.

Later, the United States government gave Legare \$5,000 to offset some \$4,000 he had spent in caring for American Indians while they were in Canada. He died in 1917—after the passing of the old west—when he was postmaster of Willowbunch.

His stories are still recalled by many men, both of whom knew him well. They are Frank Heidegger, present postmaster of Willowbunch, and W. J. Motherwell, now director of postal service, Moose Jaw.

To assist foreign sportsmen, an Olympic map of Helsinki in five languages has been prepared for the 1940 Olympic Games.

There are more than 35,000,000 Arabs in the Near East according to one estimate.

SAVE Your MONEY with **DURUM** **Corn Starch**

Combine 3 1/2 tablespoons Durham Corn Starch with 1 1/2 cup granulated sugar, 1 1/2 cup cocoa, 1/4 teaspoon salt, 1/2 cup milk, 3 cups hot milk; return to double boiler and stir and cook until mixture thickens. Cover and cook, with occasional stirring, until no raw flavor remains. Remove from heat, add 1/2 teaspoon vanilla and cook slightly. Turn into wet mold or dessert glass. Serve cold with cream, plain or whipped. Mince (frosted when suitable), conical or canned pears, apricots or cherries are delicious with this dessert. D11

Taste Thrilling Recipe for Chocolate Pudding

Use Van and call it, this dessert may be

Use level standard measurements.

DURHAM STARCH Saves You Money!

Work By Lantern Light

Scheme To Halt Activities Of Beaver Not A Success

The roadmaster on the Beaver subdivision, Canadian National Railways, recently had "beaver trouble". These busy animals were partially blocking drainage at a culvert. An employee suggested hanging a lantern at the culvert at night to frighten the animals away. The roadmaster thought it was a good idea. Next morning he inspected the culvert, finding the beavers had apparently put on a night shift, for they had done twice as much work as usual. The lantern plan was abandoned.

Manufacturers of telephones in Sweden are operating at capacity but cannot fill the demands of new subscribers.

Cars left unattended for over 48 hours in Singapore are to be seized by the police.

Pooling Railway Traffic

Claims Major Savings Expected For Railways In Britain

Pooling of all competitive traffic has accomplished major savings for the railways of Great Britain. C. R. R. Ibbertson, secretary of the railway research service of the British railways, said in Toronto, in an address to the accounting division of the Association of American Railroads.

The amalgamation of traffic services had not eliminated competition and most of the great trade routes were still served by two systems, he said, adding that bus investments were the most remunerative branch of railway activity in Britain. In addition the railways owned large fleets of road freight vehicles.

Stockholm, Sweden, will replace all trolley cars with motor buses.

For Eczema - Skin Troubles

Make up your mind today that you are going to give your skin a real chance to get well. Use Para-Sani. It is an original toilet soap because it is highly concentrated.

Remember that Eczema is usually caused by the failure of the skin to properly eliminate its waste. Para-Sani is a toilet soap which is highly concentrated.

Earth Slowing Down

Astronomers Predict Lengthening Of Our Days As A Result

A day 47 times the length of our day was predicted by the Astronomer Royal in a lecture at Oxford recently. His subject was "The Earth as a Clock," and he described the fact that at Greenwich a new quartz clock which it was hoped would be a better timekeeper than the earth.

He spoke of how investigations in tidal friction have established that tidal friction in the sea would account quantitatively for the observed slowing down of the earth's rotation. The length of the day would continue to increase until it was equal to about 47 of our present days, when the earth would always turn the same face to the moon just as the moon now always turned the same face towards the earth.—Hampshire Journal.

Turn About Was Fair

Jack Osterman, actor, who died recently, once was signed to entertain at a French ball in London. The fire chief wanted him to audition, to see how good Jackie was. When Osterman walked out the fire chief asked: "Where are you going?" "To start a fire," he explained. "I want to see how good you are."

Italy authorized 170 new chemical plants in 1938.

COOKING SCHOOL

... FINALLY, WRAP THE CAKE IN PARA-SANI TO KEEP IT MOIST

Baked goods retain their mellow moist texture longer when wrapped in Para-Sani Heavy Waxed Paper. Made by Appleford Paper Products Limited.

PARA-SANI Heavy Waxed Paper

APPLEFORD PAPER PRODUCTS LTD.

WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

The lights at Shibe Park (Philadelphia) for night baseball have sufficient candlepower to illuminate highway for 450 miles.

MONARCH

Medicine Hat

THURSDAY, FRIDAY, SAT.
JULY 20, 21, 22.
Loretta Young, Warner Bros.

in
"Wife, Husband
And Friend"

The Funniest... Willett
Comedy of the Year!

with
Binnie Barnes, Cesar Romero,
George Barbier.

Mon., Tues., Wed.
JULY 24, 25, 26.

Each Day a Rendezvous with Peril.
Each Night a Meeting
With Romance

with
Cary Grant, Jean Arthur

in
"Only Angels
Have Wings"

with
Thomas Mitchell, Rita Hayworth,
Richard Barthelmess.

COMING
JULY 27, 28, 29.
The Ritz Brothers, in
"The Gorilla"

Also, Jane Withers
in
"Boy Friend"

A New Shipment
OF JEAN GORDON

Sweet Heart Dresses, All
Sizes, Specially Priced

AT 98c

Lewis' Bargain Store
Medicine Hat

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L. M. C. C.

Physician And Surgeon
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For Accidents, Fire and
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STORE YOUR FURS

In Our New Improved VAULT, Full Protection Against

FIRE, MOTHS AND THEFT

NEW FUR COATS MADE

To Your Measurements at no Additional
Charge - Any Fur - Any Style

REMODELLING, REPAIRING AND RELINING
OUR SPECIALTY

Phone 2160 **LEVINSON'S** Phone 2160
664 Third Street Medicine Hat, Alta.

GRAND OPENING

Of Our New Drapery Department on Our Main Floor
THURSDAY

DAINTY SCRIMS, Marquisette, Voile Colored Dots,
Muslins, 36 inches Wide AT 10c a Yd.

200 Yds. Silk Side Drapes, lovely colors 36" wide per yd. 39c

200 Flat Curved Curtains, rods complete with brackets 10c

BLINDS, splendid washable, shades cream or green each 39c

Beautiful Voile and Colored Dot, Cottage Bels Some with
Colored Voile Bands. - PER SET 98c

J. J. MOORE & SON

phone 2787 Near Medicine Hat Garage

Renewal of your Subscription Now
will be greatly appreciated

**Interesting
Local Items**

Mr. and Mrs. Jim Dutton re-
turned home on Friday from a
two weeks motor trip to Ontario.

Miss Florence Bailey is hol-
idaying with relatives at Water-
ton at present.

Mrs. W. Willis, who spent last
week in Calgary with Mr. Willis,
returned home on Thursday.

Mr. and Mrs. A. D. Rose re-
turned Saturday from a week's
holiday in Calgary and Banff.

Mrs. G. Povey and the children
are visiting at present in Saskatoon
with Mrs. Povey's parents.

Miss Annie Bolton has as her
guest at present, Miss Potter
of Suffield.

Mr. and Mrs. Norris Lawson
Mr. and Mrs. Norris Lawson
were among the week end visit-
ors in Calgary.

Mr. and Mrs. Mathews and
daughter of Poncha are visiting
in town at present the guests of
Mr. and Mrs. Wm. Smith.

Mrs. R. S. Parthier who entered
the Medicine Hat hospital a
week ago is progressing nicely
her friends will be pleased to
learn.

"Buddy" McLeod, of Shaugh-
nessy, who is visiting with his
aunt, Mrs. Lyle Wyatt of Medi-
cine Hat, is spending a few
days in town, the guest of Jim-
mie Mackenzie.

After ten days holidays at
Lethbridge, Calgary and Ed-
monton, Mr. and Mrs. Jas. Strat-
ton and daughters, Flora and
Betty returned home on Thurs-
day.

Miss Terry Walker our genial
post office assistant is at present
enjoying a three weeks vacation.
Miss Hilda Humphrey is taking
over Miss Walker's duties during
her absence.

Among those returning after
a week's vacation at Calgary and
Banff were Mr. and Mrs. R.
Dubeau, Miss Doris Wyatt and
Mr. Eric Congram, who arrived
in town Friday.

Miss Mary Lidicky left on
Wednesday for Calgary where
she will attend the Youth Train-
ing School, for the purpose of
taking a course in Home Econ-
omics.

Mr. E. Hicks and Mrs. R. C.
Harrave left Sunday morning
for Red Deer where they will
spend a few days visiting with
Mrs. Hicks' daughter, Mrs. Mac,
Mallard and Mr. Mallard and
family.

Alberta butter, which is speed-
ily winning a name for itself in
the markets of the Dominion has
once again won high honors at
the Brandon Exhibition, taking
46.6% of all prizes, which in-
cludes five firsts, 31 seconds and
six thirds. The aggregate num-
ber of points was 293.

LOST—On Saturday, after 5
o'clock, possibly between the De-
pot and Meller's Confectionery
and our home on 1st St.—A gold
ring, bearing two rubies sur-
rounded by small pearls. One
pearl missing and had been filed
off once. Good reward for re-
turn to

Mr. Huntley Moore
1st Street

The King and Queen will visit
Bergin in October.

Coel Bangster is a guest at the
Sheehy Cottage at Elkwater at
present.

Doris Wilson from Regina,
Sask., is visiting with her sister
Mrs. Jas. Daere and brother Ken.

"Barney" Brownlee of Calgary
arrived in town on Monday night
to spend a few days visiting
here with Mrs. A. Mallard and
family.

Mrs. K. Johnson and son Billie
who have been spending a few
days in Calgary returned home
on Tuesday.

Mrs. B. L. Stone who has serv-
ed on the local School Board
since Feb. 1934, resigned last
Thursday.

Misses Edith and Agnes Col-
lard and Mrs. J. Skidmore are
holidaying at the Collard Cot-
tage at Elkwater Lake.

The Misses Betty and Flora
Stratton left on Tuesday for
Elkwater where they will spend
a few days holidaying.

The Misses Zelda McKay and
Alice Bucholtz returned Monday
night from Calgary where they
attended the Stampede last week.

Miss Mills of Lethbridge has
been engaged to fill the position
on the local teaching staff caus-
ed by the resignation of Miss
Kane.

The Misses Jean and Shirley
Pamforth of Loughed, Alta.,
are visiting here with their
grandparents, Mr. and Mrs. G.
Pamforth.

The Misses Siegrid Hostad,
Marie and Louise Fitzhenry left
at the week end for Red Deer
where they will enjoy a ten day
camp at the Annual Camp Meet-
ing of the Nazarene Church.

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ROBERTSON'S TAILOR SHOP

PRESSING

DRY CLEANING

AND REPAIRS

Suits Tailored-to-Measure

Third St. Medicine Hat

Moving Forward

In the year 1886, an old gentleman
retired from the British Patent
Office in London, giving as his
reason his belief that "Everything
had been invented."

Today, we can smile at this story.
Today, we know that nothing in the
world remains static. In business as
in life, progress is a necessity. Any
business that does not move forward
in its methods and studies, goes
backward.

A large retail organization cannot
rely on its name and past history if
it is to survive. How long would we
remain in business if we went into
the markets of the world and just
picked out the merchandise that
someone else offered, the idea that
someone else suggested, instead of
searching and looking and rejecting
and selecting until we knew we had
exactly what our customers wanted?

How many of our advertisements
would be read, if we recklessly
puffed the quality of our wares or
their performance instead of taking
time and study to test and
verify the truth of all our state-
ments? How much customer con-
fidence would we enjoy if we "let
the Customer Beware" instead of
backing every transaction with our
guarantee of "Goods Satisfactory or
Money Refunded?"

The name "EATON'S" alone does
not keep our doors open. It's our
constant study of the needs and
wishes of our customers, our con-
stant use of the experience we have
gained through years of successful
operation, that ensures the contin-
uing patronage of satisfied customers.

EATON'S

Mr. and Mrs. T. Floyd and son
David left yesterday to spend a
few days holidaying in Calgary.

Mr. Irving Stroebel, of Tucson,
Arizona, is visiting here at pre-
sent with his sister Mrs. J. W.
Campeau and brother Mr. Ray
Stroebel.

Mr. W. Campeau was among
the business men who attended
the initiation ceremonies of the
United Commercial Travellers at
Maple Creek on Tuesday even-
ing.

For millions of human beings
civilization is a vast treadmill
worked by weary feet to grind
the corn that makes the bread
that gives them strength to work
the treadmill.

Raymond Foadick

GORDON MEMORIAL
Sunday, June 23rd, 1939
10.00 A. M. Sunday School
7.30 P. M. Evening Service
Rev. Claxton will be the guest
minister at this service.

- DUZ -
STOPS FOOT ODOR
IT WORKS
-50c-

NU - FEET
Medicated Insoles. They
Take Fire Out of Walking.

-25c-
BOYLAN'S
Drug Store, Medicine Hat

**THE
CINDERELLA SHOP**

617-2nd St. Medicine Hat, Alta.

Notice to Swimmers

SOMETHING NEW IN

BATHING CAPS

ABSOLUTELY WATER TIGHT

\$1.25

Money Refunded if this Cap

Does Not do as Specified